2010 Tourism Indicators
City of St. John's

ST. JOHN'S

2010 Tourism Indicators
St. John's, Newfoundland & Labrador

Department of Economic Development,
Tourism & Culture
City of St. John's

Preface

This report was compiled by the City of St. John's Department of Economic Development, Tourism & Culture. The purposes of the report are to provide the most recent and historical data on the St. John's tourism industry. This report provides data on 13 tourism industry indicators for the 2010 calendar year.

Data presented in this report has been extracted and collected from a number of sources. The Tourism Research Division, Department of Tourism, Culture and Recreation provided the Air and Auto exit survey data as well as the Salmonier Nature Park data, St. John's Airport Visitor Information Center Data and the Marine Atlantic passenger and motorcoach/bus data.

St. John's International Airport Authority supplied the airline passenger data while the Colony of Avalon Foundation provided statistics on the Archaeological site at Ferryland. Destination St. John's supplied the hotel data.

See Appendix B at the end of this report for a snapshot of the indicators presented in this report.

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Appendix A Total Visitors and Economic Impacts 2010

Appendix B Travel and Tourism Indicator Table 2002-2010

1.0 Total Visitors and Economic Impacts

St. John's hosted 1,036,980 visitors in 2010. These visitors spent $362.3 million throughout the local economy.

Overall, an estimated 645,000[1] visitors (62.2%) were residents of Newfoundland and Labrador while the remaining 391,980 (37.8%) were non-resident or out of province visitors. The majority of Newfoundland and Labrador residents (345,000) travelled to St. John's on a day trip while the remaining 300,000 stayed overnight.

Out of province visitors spent $226.7 million (62.6%) into the local economy while residents of Newfoundland and Labrador spent $135.6 million (37.4%). See Appendix A for a more detailed breakdown of visitors and expenditures.

[1] Resident data is not available for 2010. The resident data provided is for 2009 and taken from the Statistics Canada 2009 Domestic Travel Survey.

2.0 Non-Resident (Out of Province) Visitors and Economic Impacts

2.1 Total Non-Resident Visitors

St. John's hosted 391,980 non-resident visitors in 2010, up 10.4% or 36,973 visitors from the 355,007 recorded in 2009. The majority of visitors (78.3%) travelled by air while 16.3% travelled by automobile via Marine Atlantic and 5.4% travelled via the port of St. John's.

The number of air visitors to St. John's increased 10.3% or 28,700 visitors in 2010 while the number of auto/ferry visitors declined 2.1% or 1,375 visitors. Meanwhile, the number of port visitors increased 83.7% or 9,648 visitors.

Non-Resident Visitors
City of St. John's CMA 1996-2010

Year	Air Visitors	Auto Visitors	Port Visitors	Total Visitors
1996	139,456	57,334	2,938	199,728
1997	189,158	78,842	7,230	275,230
1998	185,052	80,615	6,100	271,767
1999	191,515	87,337	7,800	286,652
2000	201,733	89,985	12,900	304,618
2001	208,608	82,172	15,700	306,480
2002	204,586	88,793	18,300	311,679
2003	218,400	77,221	13,500	309,121
2004	249,800	69,410	15,200	334,410
2005	267,613	70,290	20,858	358,761
2006	292,650	67,045	23,798	383,493
2007	265,989	70,125	14,747	350,861
2008	274,100	62,755	20,415	357,270
2009	278,200	65,285	11,522	355,007
2010	306,900	63,910	21,170	391,980

Note: The 1996 port visitors refer to cruise ship passengers and ½ of the cruise ship crew members, while the 1997-2010 port visitors refer to cruise ship passengers, ½ of the cruise ship crew members, and the naval, training and research vessel visitors.

2.2 Non-Resident Visitor (Out of Province) Economic Impacts

Non-resident visitors spent an estimated $226.68 million in St. John's in 2010, up 11.6% over the $203.20 million spent during the previous year. The majority of the total revenues was generated by air visitors (91.8%), followed by auto visitors (6.5%) and port visitors (1.7%).

Expenditures by air visitors to St. John's increased by 11.8% or $21.93 million in 2010 while expenditures by auto/ferry visitors remained unchanged. Meanwhile, expenditures by port visitors increased 67.7% or $1.55 million.

Non-Resident Visitor Expenditures (millions)
City of St. John's
CMA 1996-2010

Year	Air Visitor Exp	Auto Visitor Exp	Port Visitor Exp	Total Expenditures
1996	$54.88	$9.92	$0.25	$65.05
1997	$81.73	$12.86	$0.88	$95.47
1998	$87.49	$13.53	$0.64	$101.66
1999	$101.22	$14.96	$0.95	$117.13
2000	$115.38	$16.20	$2.20	$133.78
2001	$122.39	$15.20	$1.63	$139.22
2002	$128.52	$17.53	$2.24	$148.29
2003	$140.17	$14.90	$1.79	$156.86
2004	$153.30	$14.73	$2.21	$170.24
2005	$161.82	$15.20	$2.99	$180.01
2006	$181.39	$14.70	$3.07	$199.16
2007	$173.34	$15.46	$1.86	$190.66
2008	$184.50	$14.20	$2.84	$201.54
2009	$186.11	$14.80	$2.29	$203.20
2010	$208.04	$14.81	$3.84	$226.68

3.0 Non-Resident Visitor Demographics

The non-resident demographics are based on data extracted and estimated from three separate data sources. The data sources include: the 2004 Auto Exit Study conducted by the Strategic Planning and Policy Division, Department of Tourism, Culture and Recreation; the 2003/2004 Air Exit Study conducted by the Strategic Planning and Policy Division, Department of Tourism, Culture and Recreation; and various City of St. John's Cruise Ship Passenger Surveys. The survey data was obtained through research conducted among visitors as they exited the province or city.

The demographic data presented below was calculated by adding the data obtained from each of the three sources.

3.1 Non-Resident Origins (% based on Survey Respondents)

Ontario	137,128	(35.0%)
Maritimes	86,318	(22.0%)
Western Canada	56,588	(14.4%)
United States	50,798	(13.0%)
Foreign	40,541	(10.3%)
Quebec	20,607	(5.3%)
Total	**391,980**	

3.2 Non-Resident Purpose of Visit (% based on Survey Respondents)

Vacation/pleasure	138,544	(35.3%)
Business	119,355	(30.4%)
Friends and relatives	101,935	(26.0%)
Personal	23,656	(6.0%)
Other	8,490	(2.2%)
Total	**391,980**	

3.3 Non-Resident Age Categories (% based on Survey Respondents)

Under 18	43,488	(11.1%)
18-24	14,691	(3.7%)
25-34	43,171	(11.0%)
35-44	60,323	(15.4%)
45-54	86,614	(22.1%)
55-64	77,032	(19.7%)
65-74	45,941	(11.7%)
75+	20,719	(5.3%)
Total	**391,980**	

3.4 Non-Resident Income Categories (% based on Survey Respondents)

Under $40,000	48,813	(12.5%)
$40,000-$69,999	94,232	(24.0%)
$70,000-$99,999	100,816	(25.7%)
$100,000 +	148,119	(37.8%)
Total	**391,980**	

4.0 Non-Resident Auto and Air Visitors and Impacts

4.1 Non-Resident Auto Visitors and Impacts

St. John's hosted 63,910 non-resident auto visitors in 2010, down 2.1% from the 65,285 recorded during the previous year. Two in three (41,832) overnighted in St. John's while the remaining 22,078 visited on a day trip. Overall, the number of auto visitors declined by 1,375 visitors in 2010.

Auto visitors spent an estimated $14.81 million in the St. John's region in 2010, relatively unchanged from the $14.80 million spent during the previous year. On average, each auto visitor spent $231.73 in St. John's. Overnight auto visitors spent $303.43 while those visiting St. John's on a day trip spent $95.66.

Non-Resident Auto Visitors and Expenditures City of St. John's CMA 1996-2010

Year	Visitors	Expenditures
1996	57,334	$9,920,000
1997	78,842	$12,860,000
1998	80,615	$13,530,000
1999	87,337	$14,960,000
2000	89,985	$16,200,000
2001	82,172	$15,200,000
2002	88,793	$17,530,000
2003	77,221	$14,910,000
2004	69,410	$14,730,000
2005	70,290	$15,200,000
2006	67,045	$14,703,000
2007	70,124	$15,464,000
2008	62,755	$14,196,000
2009	65,285	$14,800,000
2010	63,910	$14,810,000

4.2 Non-Resident Air Visitors and Impacts

St. John's hosted 306,900 non-resident air visitors in 2010, up 10.3% over the 278,200 recorded during the previous year. Overall, the number of air visitors increased by 28,700 visitors in 2010.

Air visitors spent an estimated $208.04 million in the St. John's region in 2010, up 11.8% from $186.1 million spent during the previous year. Overall, air visitor expenditures increased by $21.9 million in 2010. On average, each air visitor spent $677.88 in St. John's.

Non-Resident Air Visitors and Expenditures
City of St. John's CMA
1996-2010

Year	Visitors	Expenditures
1996	139,456	$54,880,000
1997	189,158	$81,730,000
1998	185,052	$87,490,000
1999	191,515	$101,220,000
2000	201,733	$115,380,000
2001	208,608	$122,390,000
2002	204,586	$128,520,000
2003	218,400	$140,170,000
2004	249,800	$153,300,000
2005	267,613	$161,820,000
2006	292,650	$181,390,000
2007	265,989	$173,340,000
2008	274,100	$184,500,000
2009	278,200	$186,110,000
2010	306,900	$208,040,000

5.0 St. John's International Airport Passenger Traffic

Data provided by the St. John's International Airport Authority indicates that 1,318,713 passengers boarded or deplaned flights at the Airport in 2010, up 7.7% or 94,769 passenger movements over the previous year. Overall, there were 1,223,944 passenger movements recorded in 2009.

Over the last 10 years, the number of passengers passing through St. John's International Airport has increased 54.8% (+466,669).

Airline Passenger Movements at St. John's International Airport 1999-2010

Year	Total
1999	802,261
2000	852,044
2001	921,615
2002	868,643
2003	949,879
2004	1,083,213
2005	1,175,172
2006	1,243,002
2007	1,185,302
2008	1,222,964
2009	1,223,944
2010	1,318,713

Source: St. John's International Airport Authority.

6.0 Marine Atlantic Passenger Movements

6.1 Total Passenger Movements to and from Newfoundland

Data supplied by provincial tourism indicates that 383,576 passengers entered and exited Newfoundland via Marine Atlantic ferries in 2010, down 3.6% or 14,161 passenger movements over the previous year. Overall, there were 397,737 movements recorded in 2009.

The number of visitors from the United States market increased 10.6% to 14,068. Meanwhile, all other markets declined, including the Maritimes market which declined 4.7% to 52,645, Ontario market declined 2.3% to 33,453, Western Canadian market declined 0.6% to 8,912 visitors and the Quebec market declined 4.3% to 7,025 visitors. The number of Newfoundland and Labrador residents travelling outside the province via Marine Atlantic declined 4.6% to 71,549.

6.2 Total Passenger Movements to and from Port aux Basques

Marine Atlantic carried a total of 359,184 passengers on the North Sydney/Port aux Basques route in 2010, down 2.5% from the previous year. Marine Atlantic carried 368,541 passengers on this route in 2009.

More than nine out of ten passengers (93.6%) carried by Marine Atlantic in 2010 utilized the North Sydney/Port aux Basques route, up from 92.7% the previous year.

6.3 Total Passenger Movements to and from Argentia

Marine Atlantic carried a total of 24,392 passengers on the North Sydney/Argentia route in 2010, down 16.5% over the previous year. Marine Atlantic carried 29,196 passengers on this route in 2009.

Less than one out of every ten (6.4%) passengers carried by Marine Atlantic in 2010 utilized the North Sydney/Argentia route, down from 7.3% in 2009.

Marine Atlantic Passenger Movements
1997-2010

Market Shares for Port aux Basques and Argentia

Year	Port aux Basques		Argentia		Total
	Passenger Movements	Market Share	Passenger Movements	Market Share	
1997	369,497	89.5%	43,315	10.5%	412,812
1998	403,301	90.8%	40,725	9.2%	444,026
1999	431,846	90.4%	45,915	9.6%	477,761
2000	463,469	91.1%	45,521	8.9%	508,990
2001	436,576	90.7%	44,984	9.3%	481,560
2002	479,779	90.7%	49,214	9.3%	528,993
2003	417,964	91.4%	39,264	8.6%	457,228
2004	385,806	92.0%	33,393	8.0%	419,199
2005	383,294	91.7%	34,811	8.3%	418,105
2006	372,187	91.8%	33,149	8.2%	405,335
2007	380,966	91.7%	34,686	8.3%	415,652
2008	360,942	93.1%	26,700	6.9%	387,642
2009	368,541	92.7%	29,196	7.3%	397,737
2010	359,184	93.6%	24,392	6.4%	383,576

Source: Strategic Planning and Policy Planning Division, Department of Tourism, Culture and Recreation.

7.0 Cruise Ship Activity

A total of 13,013 cruise passengers visited St. John's in 2010, up 76.4% over the 7,378 reported in 2009. The cruise industry contributed $2.69 million to the local economy in 2010, up 54.8% over the previous year.

Overall, St. John's hosted 20 cruise ship calls in 2010, up from 11 reported in 2009. The in-transit market counted for 10 visits and 12,095 passengers while the home porting market accounted for the remaining 10 visits and 918 passengers.

The number of in-transit visitors increased by 5,175 (+74.8%) over 2009 while the number of home porting visitors increased by 450 (+98.3%). The load factor was 92.0%, down from 93.8% the previous year. The load factor for in-transit vessels was 94.3% compared to 69.2% for home porting vessels.

Cruise Ship Activity, City of St. John's 1993-2010

Year	Ship Visits	Passengers	Crew	Total Visitors	Economic Impacts
1993	2	207	162	369	$25,000
1994	1	369	300	669	$44,000
1995	4	1,259	675	1,934	$151,000
1996	4	2,259	1,357	3,616	$248,500
1997	8	3,581	1,999	5,580	$426,000
1998	5	3,610	2,006	5,616	$397,100
1999	13	6,056	3,424	9,480	$842,000
2000	20	8,014	3,987	12,001	$1,585,000
2001	21	10,396	6,005	16,401	$1,311,000
2002	18	12,191	6,077	18,268	$1,730,000
2003	16	8,108	4,782	12,890	$1,255,000
2004	17	7,953	4,207	12,160	$1,514,000
2005	18	13,576	6,774	20,350	$1,803,000
2006	18	16,483	8,100	24,583	$2,409,000
2007	15	8,686	4,753	13,439	$1,219,000
2008	18	15,153	7,193	22,346	$2,576,000
2009	11	7,378	3,539	10,917	$1,735,000
2010	20	13,013	6,012	19,025	$2,686,000

8.0 Hotel/Motel Impacts

St. John's hoteliers experienced record levels regarding the total number of rooms sold in 2010.

St. John's hoteliers sold 608,890 room nights in 2010, a 6.8% increase over the previous year. As a result, an estimated 38,700 additional rooms were sold over the 570,190 rooms sold in 2009, for an average increase of 3,225 rooms sold per month.

The average occupancy rate reached 70.2% in 2010, up from 66.6% in 2009 while the average daily room rate increased to $126.43, up from $123.55 reported the previous year.

Hotel Motel Occupancy Rates, Rooms Sold and Average Daily Room Rate 1999 - 2010

Year	Occupancy Rate	Rooms Sold	Average Daily Room Rate
1999	70.2%	392,206	$92.16
2000	67.5%	394,385	$96.48
2001	68.2%	402,589	$102.54
2002	67.8%	401,887	$109.80
2003	68.6%	406,872	$112.67
2004	64.1%	409,352	$114.32
2005	63.0%	467,813	$116.24
2006	60.6%	504,099	$118.03
2007	64.6%	540,251	$117.61
2008	66.0%	558,210	$121.05
2009	66.6%	570,190	$123.55
2010	70.2%	608,890	$126.43

Source: Destination St. John's.

9.0 Visitor Information Centre - 348 Water Street

The number of individuals serviced at the City of St. John's Visitor Information Centre (VIC) at 348 Water Street declined 15.5% in 2010. Tourism staff served 12,973 visitors in 2010, down from 15,357 the previous year. Overall, VIC staff served 2,384 fewer individuals in 2010 than they did in 2009.

The number of out-of-province visitors declined 13.7% (-1,663 visitors) to 10,513, the number of visitors from other parts of Newfoundland and Labrador declined 26.5% (-80 visitors) to 222 visitors and the number of visitors from the St. John's CMA declined 22.3% (-642 visitors) to 2,238.

July was the busiest month for visitors to the VIC in 2010. A total of 3,774 visitors were serviced at the VIC in July, accounting for three in ten visitors to the facility. August reported the second highest monthly total with 2,984 visitors followed by June with 2,242. December had the fewest visitors with 60.

Eight of the 12 months saw a decrease in visitors in 2010 while the remaining four months reported an increase in activity. The strongest gains in visitors occurred in April (+46) followed by February (+21).

The following table provides the origins and market shares of the VIC visitors. As seen, three in ten visitors to the VIC were from Ontario.

VIC Visitor Origins and Market Share
2010

Geographical Market	Number of Visitors	Market Share
Ontario	3,957	30.5%
St. John's	2,238	17.2%
Western Canada	2,037	15.7%
Europe	1,555	12.0%
Quebec	1,455	11.2%
Maritime Provinces	473	3.6%
Western USA	292	2.3%
Other Newfoundland & Lab	222	1.7%
Mid Atlantic States	206	1.6%
New England States	178	1.4%
Australia	162	1.2%
All Other	198	1.5%
Total	**12,973**	**100**

10.0 Visitor Information Centre - St. John's International Airport

The number of individuals and requests serviced at the St. John's International Airport Visitor Information Centre (VIC) increased 16.2% in 2010. Provincial tourism staff at the airport reported 42,730 visitor requests in 2010, up from 36,768 the previous year. Overall, VIC staff responded to 5,962 more requests in 2010 than they did in 2009.

St. John's International Airport
Visitor Information Centre Requests
2007-2010

Year	Total Requests
2007	43,333
2008	34,701
2009	36,768
2010	42,730

Source: Strategic Planning and Policy Planning Division, Department of Tourism, Culture and Recreation.

11.0 Colony of Avalon Archaeology Site in Ferryland

Between May and October, the number of visitors to the Colony of Avalon Archaeology Site in Ferryland declined 0.7% or 145 visitors. Overall, the site had 21,450 visitors in 2010 compared to 21,595 in 2009.

July was the busiest month with 7,590 visitors followed by August with 6,395, June with 3,750, September with 2,550, May with 795 and October with 370 visitors.

Two of the six months saw an increase in visitors. July led the way with a 929 visitor increase (+13.9%) followed by May (+181 visitors or 29.5%). Meanwhile, September reported a decline of 830 visitors (-24.5%) followed by August (-182 visitors or -2.8%), June (-136 visitors or -3.5%) and October (-107 visitors or -22.4%).

Colony of Avalon Archaeology Site
Visitor Counts
1997-2010

Year	Total Visitors
1997	11,935
1998	14,744
1999	16,474
2000	16,543
2001	18,305
2002	18,473
2003	17,310
2004	17,178
2005	15,697
2006	18,650
2007	20,569
2008	20,043
2009	21,595
2010	21,450

Source: Colony of Avalon Foundation.

12.0 Motorcoach/Bus Traffic via Marine Atlantic

A total of 110 motorcoaches and buses exited Marine Atlantic between May and October 2010, up 4.8% or 5 buses over the 105 recorded during the previous year.

Four months saw an increase in motorcoach activity while two months reported a decline. Increases were seen in July (+7 buses), August (+3 buses), June (+2 buses) and October (+2 buses). Declines were seen in both May (- 7 buses) and September (-2 buses).

On a monthly basis, 37 buses exited the province in July followed by September (25), August (18), June (15), October (10) and May (5).

Motorcoach/Bus Traffic Exiting Marine Atlantic May to October 1995-2010

Year	# Coaches/Buses
1995	162
1996	162
1997	187
1998	203
1999	240
2000	276
2001	235
2002	237
2003	193
2004	204
2005	176
2006	173
2007	158
2008	153
2009	105
2010	110

Source: Strategic Planning and Policy Division. Department of Tourism, Culture, and Recreation.

13.0 Salmonier Nature Park

Between May and October, the number of visitors to Salmonier Nature Park increased 13.9% or 6,074 visitors. Overall, the park had 49,692 visitors in 2010 compared to 43,618 in 2009. The number of individual visitors increased 18.4% (+6,074 visitors) to 44,179 while the number of school and community group visitors declined 12.9% (-814 visitors).

Salmonier Nature Park - Total Visitors 2005-2010

Year	General Visitors	School/Community Groups	Total Visitors
2004	24,307	4,925	29,232
2005	21,280	5,408	26,688
2006	27,387	5,593	31,980
2007	n/a	n/a	32,592
2008	26,687	3,758	30,445
2009	37,301	6,317	43,618
2010	44,179	5,503	49,692

Source: Strategic Planning and Policy Division. Department of Tourism, Culture, and Recreation

Appendix A

Total Visitors and Economic Impacts - 2010

City of St. John's Tourism Impacts - 2010

Visitors

Out of Province Visitors

Air	306,900	(78.3%)
Auto Overnight	41,832	(10.7%)
Auto Sameday	22,078	(5.6%)
Cruise	16,019	(4.1%)
Other Vessels	5,151	(1.3%)

Total Out of Province Visitors **391,980**

Resident Visitors

Sameday	345,000	(53.4%)
Overnight	300,000	(46.5%)

Total Resident Visitors **645,000**

Grand Total Visitors to St. John's **1,036,980**

Economic Impacts

Out of Province Visitor Economic Impacts

Air	$208,040,000	(91.8%)
Auto Overnight	$12,693,000	(5.6%)
Auto Sameday	$2,112,000	(0.9%)
Cruise	$2,700,000	(1.2%)
Other Vessels	$1,138,000	(0.5%)

Total Out of Prov. Visitor Economic Impacts **$226,683,000**

Resident Visitor Economic Impacts

Sameday	$38,940,000	(28.7%)
Overnight	$96,697,000	(71.3%)

Total Resident Visitor Economic Impacts **$135,637,000**

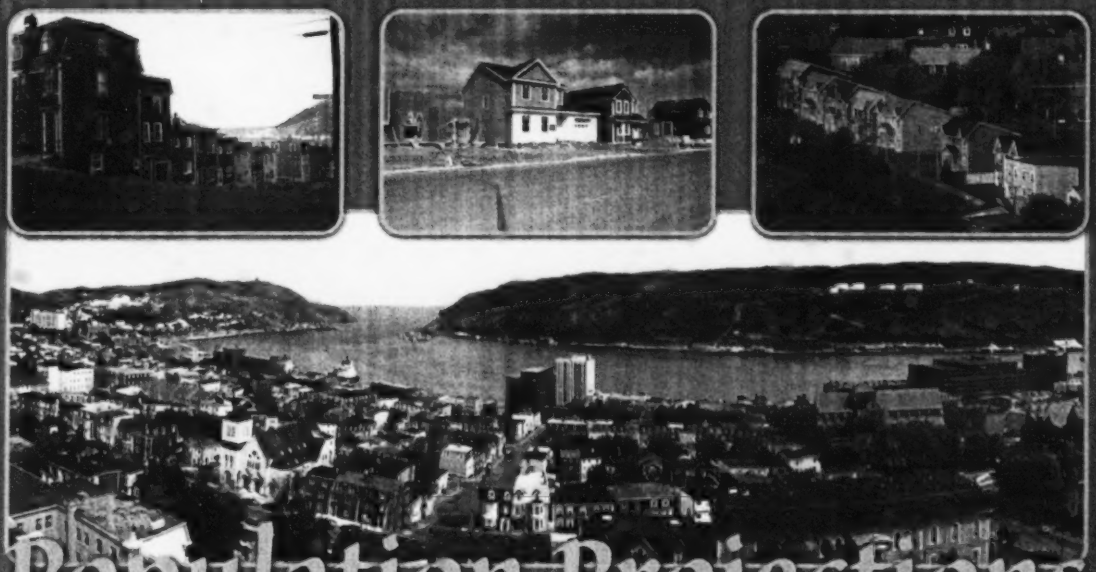
Grand Total Economic Impacts **$362,320,000**

Source: City of St. John's, Department of Economic Development, Tourism & Culture. 2010 Resident data is not available, estimated using 2009 data.

Appendix B

Travel and Tourism Indicators
2002 - 2010

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Non-Resident Visitors									
Total Visitors	311,679	309,121	334,410	358,761	383,493	350,861	357,270	355,007	391,980
Air Visitors	204,586	218,400	249,800	267,613	292,650	265,989	274,100	278,200	306,900
Auto/Ferry Visitors	88,793	77,221	69,410	70,290	67,045	70,125	62,755	65,285	63,910
Port Visitors	18,300	13,500	15,200	20,858	23,798	14,747	20,415	11,522	21,170
Non-Resident Expenditures (millions)									
Total Expenditures	$148.29	$156.86	$170.24	$180.01	$199.16	$190.66	$201.54	$203.20	$226.68
Air Visitor Expenditures	$128.52	$140.17	$153.30	$161.82	$181.39	$173.34	$184.50	$186.11	$208.04
Auto/Ferry Visitor Expenditures	$17.53	$14.90	$14.73	$15.20	$14.70	$15.46	$14.20	$14.80	$14.81
Port Visitor Expenditures	$2.24	$1.79	$2.21	$2.99	$3.07	$1.86	$2.84	$2.29	$3.84
St. John's International Airport									
Total Air Passenger Movements	868,643	949,879	1,083,213	1,175,172	1,243,002	1,185,302	1,222,964	1,223,944	1,318,713
Marine Atlantic									
Total Passengers Carried	528,993	457,228	419,199	418,105	405,335	415,652	387,642	397,737	383,576
Total via Port aux Basques	479,779	417,964	385,806	383,294	372,187	380,966	360,942	368,541	359,184
Total via Argentia	49,214	39,264	33,393	34,811	33,149	34,686	26,700	29,196	24,392
Total Non-Resident Visitors to Province	161,442	140,401	126,300	128,500	121,900	127,500	114,100	118,700	116,200
Total Non-Resident Visitors to St. John's	88,793	77,221	69,410	70,290	67,045	70,125	62,755	65,285	63,910
Exiting Motorcoaches (May to Oct.)	237	193	204	176	173	158	153	105	110
Cruise Ship Activity									
Ship Visits	18	16	17	18	18	15	18	11	20
Total Visitors	18,268	12,890	12,160	20,350	24,583	13,439	22,346	10,917	19,025
# Passengers	12,191	8,108	7,953	13,576	16,483	8,686	15,153	7,378	13,013
# Crew	6,077	4,782	4,207	6,954	8,100	4,753	7,193	3,539	6,012
Economic Impact (Millions)	$1.73	$1.26	$1.51	$1.80	$2.41	$1.22	$2.58	$1.74	$2.69
Hotel/Motel Impacts									
Annual St. John's Occupancy Rate	67.8%	68.6%	64.1%	63.0%	61.0%	64.6%	66.0%	66.6%	70.2%
# of Rooms Sold	401,887	406,872	409,352	467,813	504,099	504,251	558,210	570,190	608,890
Average Daily Room Rate	$109.80	$112.67	$114.32	$116.24	$118.03	$117.61	$121.05	$123.55	$126.43
Rail Car Tourist Information Centre									
Total Visitors Peak Season	9,435	11,656	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total Out of Province Visitors	6,273	8,282	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Average Number of Visitors per Day	124	153	n/a	n/a	n/a	n/a	n/a	n/a	n/a
VIC 348 Water Street									
Total Visitors Full Year	n/a	n/a	n/a	12,227	12,946	16,931	17,689	15,357	12,973
Total Out of Province Visitors	n/a	n/a	n/a	9,520	10,624	13,950	14,366	12,176	10,513
Average Number of Visitors per Day	n/a	n/a	n/a	42	46	59	62	53	45
VIC St. John's Airport									
Total Visitors Full Year						43,333	34,701	36,768	42,730
Colony of Avalon Interpretation Centre									
Total Visitors	18,473	17,310	17,178	15,697	18,650	20,569	20,043	21,595	21,450
Salmonier Nature Park									
Total Visitors	n/a	n/a	n/a	26,688	31,980	32,592	30,445	43,618	49,692



Population Projections
for the City of St. John's

Economic Research & Analysis Division
Economics and Statistics Branch
Department of Finance

Prepared for the City of St. John's
February 2011

Newfoundland Labrador

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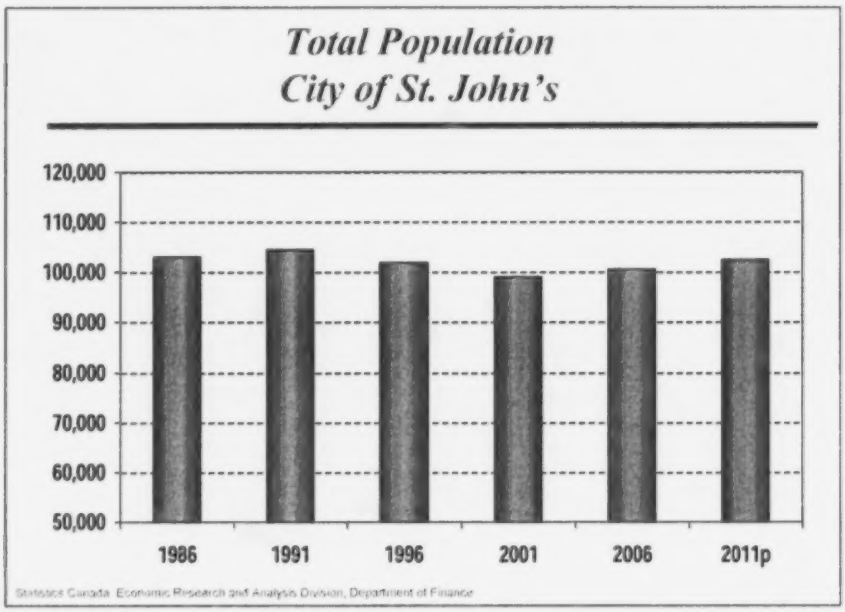
February 2011

Introduction

This report outlines population and household projections to 2031 for the city of St. John's[1]. They were prepared by the Economic Research and Analysis Division (ERA) of the Department of Finance at the request of the City of St. John's.

The process for these projections started with 2006 Census data. This is the most reliable information available on the population of the municipality of St. John's and provides the benchmark for the projections. Population estimates for St. John's were brought forward to 2011 using a number of data sources and techniques including vital statistics (births/deaths) from the Community Accounts, housing starts from Canada Mortgage and Housing Corporation, and population estimates from Statistics Canada for the St. John's Census Metropolitan Area. Further assumptions involving fertility rates and age and gender specific cohort survival rates were used to project the city's population to 2031. Three scenarios were developed (high, medium and low) by varying the projection assumptions.

Recent Trends



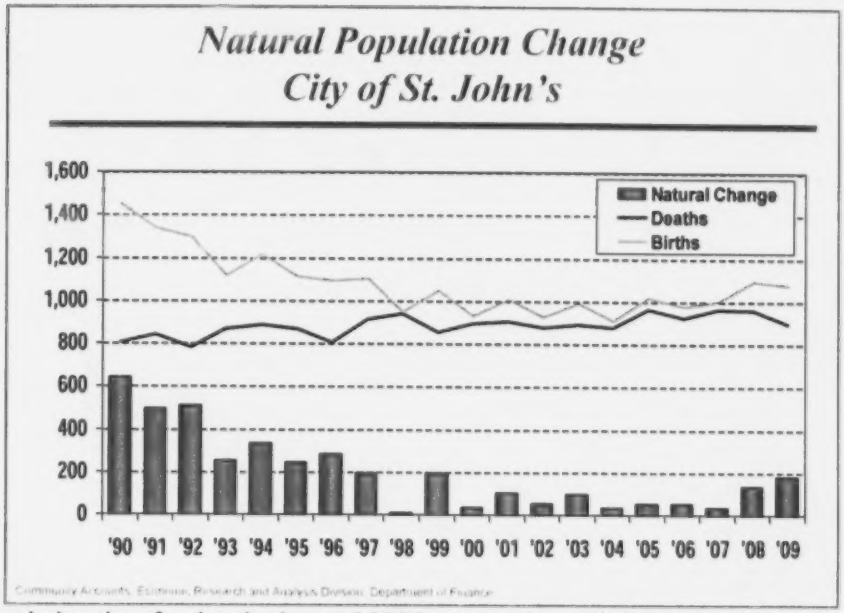
The population of the city of St. John's has fluctuated around 100,000 over the past 25 years. According to the Census, the population of city was 100,650 in 2006. The projection prepared by ERA indicates that the population will be roughly 102,500 in 2011.

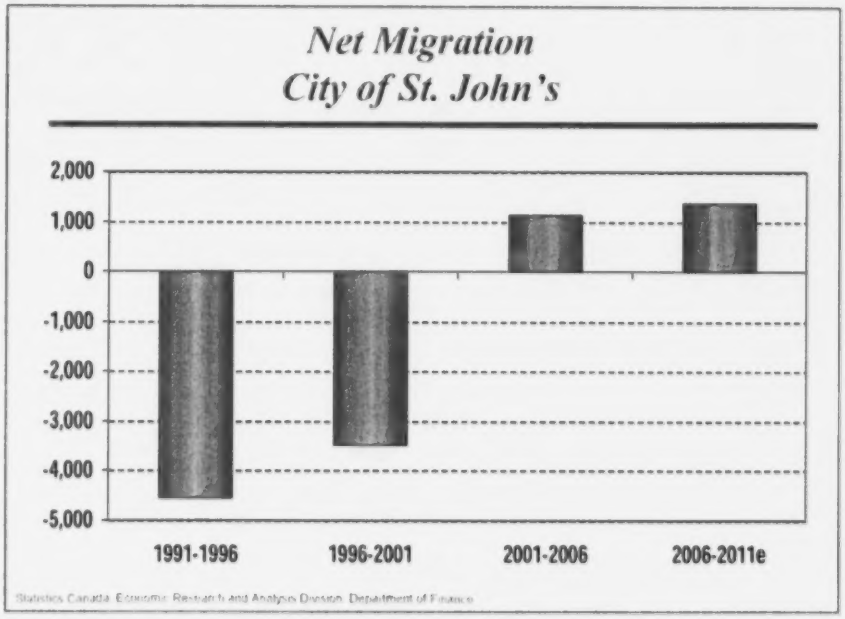
The population declined from 104,638 in 1991 to 99,180 in 2001 due to net out-migration which more than offset low natural population growth (births less deaths). However, from 2001 to 2011 the city recorded modest population gains due to net in-migration and some natural population growth.

Between 1990 and 2004 the number of births in the city trended down from 1,449 births in 1990 to a low of 909 births in 2004. This trend was due to declining fertility rates and, since 1996, a decline in the number of women of childbearing age (15-49 years). Since 2004, net in-migration and a modest rebound in the total fertility rate has stabilized births and, recently, produced a small rebound. Births averaged roughly 1,100 annually in both 2008 and 2009.

[1] Note this analysis only covers the city of St. John's. It does **not** include surrounding municipalities which are often combined with the city of St. John's and referred to as the St. John's Census Metropolitan Area (CMA).

The most reliable demographic information for the city of St. John's is only available every five years from the Census. Therefore, net migration flows for the city can only be calculated in five year intervals. Between 1991 and 2001, the net out-migration loss from the city was approximately 8,000 (see chart below), more than offsetting natural growth and reducing the population. Between 2001 and 2006 the city experienced net in-migration of about 1,100 and modest population growth of nearly 1,500. While there are no official Statistics Canada population data for the city beyond 2006, economic conditions in St. John's have been robust since 2006 suggesting an upward trend in the population. The latest population estimates from Statistics Canada for the St. John's Census Metropolitan (which includes the city of St. John's and surrounding communities) indicates an upward trend in the CMA's population from 2006 to 2010. In addition, strong housing starts over the past five years also point to further net in-migration and population growth in the city. Estimates by ERA suggest the city of St. John's gained 1,500 people through net in-migration and total population increased by roughly 1,900 between 2006 and 2011.





Projections

Low, medium and high scenarios were developed for the projections. The scenarios applied varying assumptions for fertility rates and cohort survival rates. A cohort survival rate reflects the net effects of deaths and migration on each 5 year age cohort over a five year period[2].

[2] This concept is best explained through example. Assume that in 1990 there are 100 persons in the 25 to 29 age group in a community. Over the next five years five persons die and 10 new individuals move into the

Assumptions

Fertility Rates

For the low scenario, it was assumed that the total fertility rate for city of St. John's will gradually trend down from an average of 1.46 observed for the city over the 2006 to 2008 period to 1.35 by 2031. This results in annual births trending down from about 1,100 in recent years to roughly 750 in 2031.

For the medium scenario, it was assumed that the city's total fertility rate increases slightly from an average of 1.46 to 1.5 by 2031. This results in annual births trending down from 1,100 in recent years to approximately 970 in 2031. Births fall despite the slight increase in the fertility rate because of the aging population and a further decrease in the number of woman of childbearing age over the projection period.

For the high scenario, it was assumed that the city's total fertility rate will gradually trend up from 1.46 to 1.7 by 2031. This results in annual births trending up slightly from 1,100 in recent years to approximately 1,170 in 2031.

Cohort Survival Rates

Cohort survival rates were used to project all age groups except the 0 to 4 year group, which was projected based on fertility rate assumptions.

For the low scenario, it was assumed that beyond 2011, future cohort survival rates would continue at levels similar to average historical 1986 to 2006 rates observed for the city of St. John's. This implies high rates of in-migration among the 15 to 24 age cohorts, fairly high net out-migration of the 25 to 34 cohorts, and modest net out-migration of older cohorts. The net in-migration of 15 to 24 age cohorts and the subsequent out-migration of 25 to 34 age cohorts are linked to post-secondary educational institutions in the city. Post-secondary students migrate to the city to attend school and then a portion of new graduates leave for employment opportunities elsewhere.

For the medium scenario, it was assumed that beyond 2011, future cohort survival rates would continue at the historical 2001 to 2006 rates observed for the city of St. John's. This assumption results in total net in-migration into the city similar to levels experienced during the 2001 to 2011 period (see chart on previous page). For the high scenario, it was assumed that beyond 2011, cohort survival rates of age groups less than 55 years will increase enough to raise net in-migration into the city to twice the levels experienced over the 2001 to 2011 period.

Results

Total Population

The results from the three scenarios are illustrated in the chart below. In the low scenario, the recent trend of population growth is reversed and population declines from 102,500 people in 2011 to roughly 90,300

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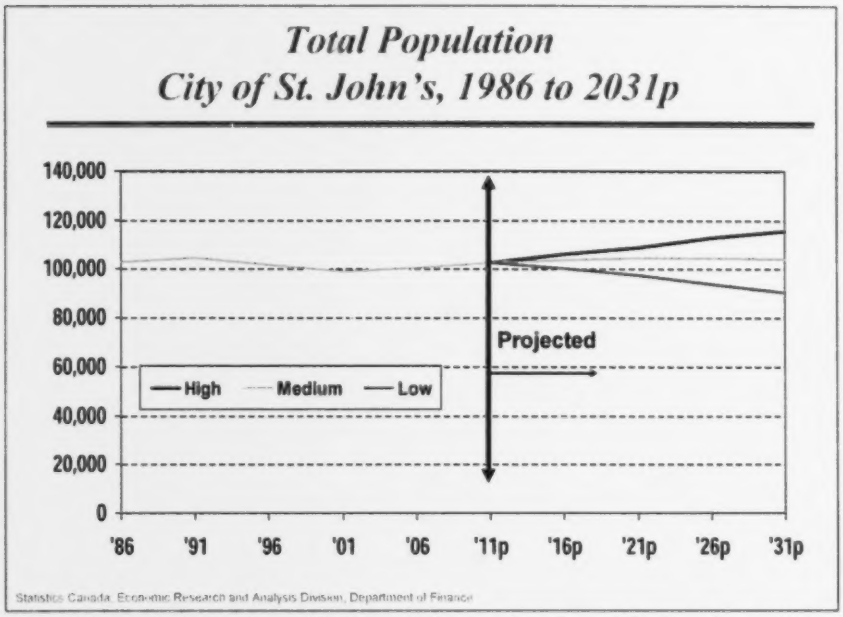
community in the same age group. This implies that by 1995 there would be 105 persons in the community in the 30 to 34 age group (remember that everyone has matured five years). This means that the cohort survival rate for the 25 to 29 age group would be 105%.

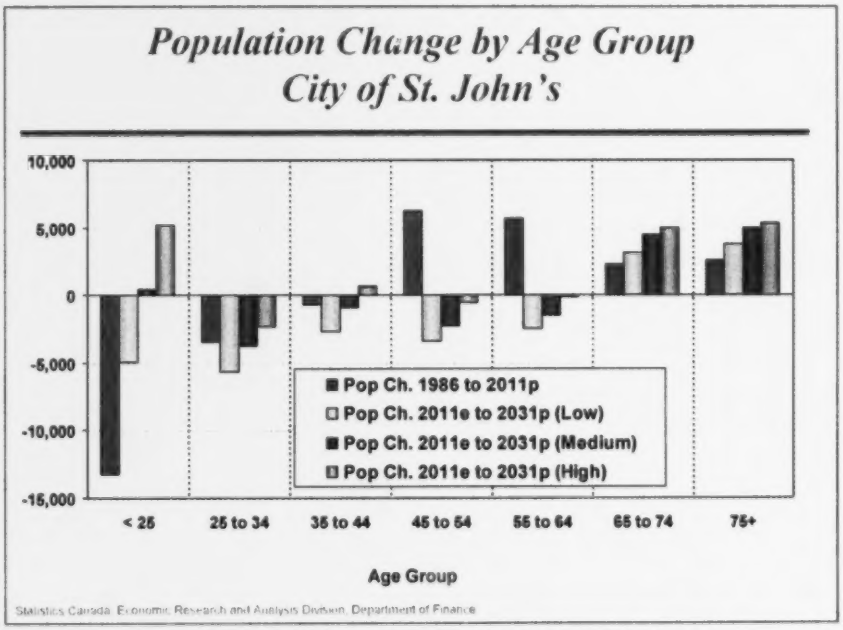
in 2031. The medium and high scenarios indicate population increases to 104,140 and 115,700 respectively by 2031.

In all three scenarios the population structure continues to age, with the proportion of the population 65 years of age and over in the medium scenario increasing from 15.0% in 2011 to nearly 24% in 2031 (detailed population projections by age for the city of St. John's can be found in Appendix A).



Age Distribution of Population Gains

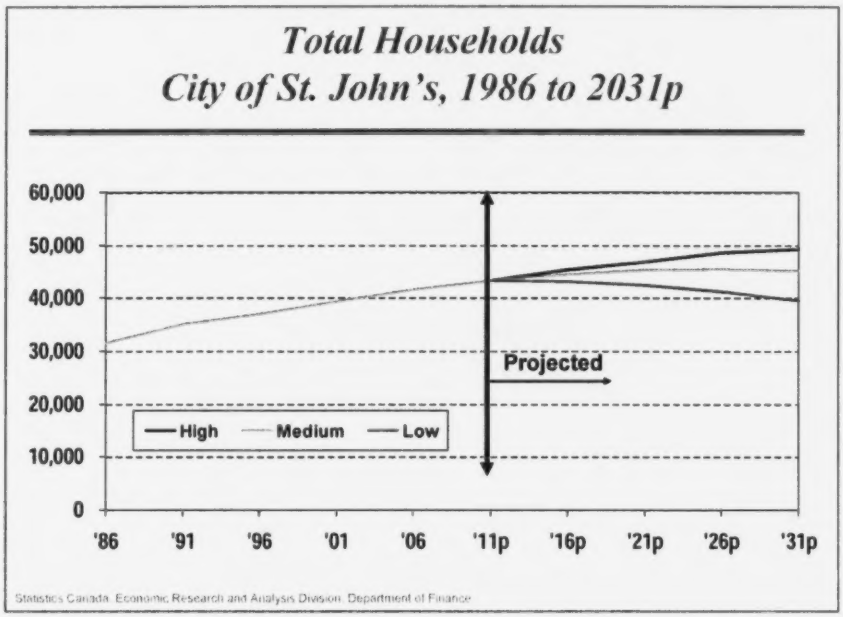
As the population ages the distribution of population gains will change. As can be viewed in the chart below, between 1986 and 2011 the largest population gains were in the 45 to 54 and 55 to 64 year age groups, while those under 25 showed the sharpest decline. In all three projection scenarios those aged 25 to 34 years show the strongest decline. However, in the low and medium scenarios all cohorts less than 65 years show declines or only modest growth with most of the population growth occurring in 65 years and over age groups. In the high scenario, there is significant growth in the less than 25 age group but nonetheless the 65 years and older age groups show large population increases.



Households

Despite a decline in the population of St. John's in the past, the number of households has risen. This can be partially attributed to the fact that the portion of the population heading households (known as the headship rate) tends to rise with age. Thus the growth in the population aged 45 to 64 from 1986 to 2006 contributed to an increase in the number of households while the decline in young population, which have very low household headship rates, exerted a small drag on household formation. From 1986 to 2006 the number of households increased from 31,500 to 41,500 (a 31.6% increase) even as the overall population in St. John's fell from 103,000 to 100,650 (a 2.4% decrease).

Household projections are produced by applying 2006 headship rates by age and gender to the population projections.



In the low population scenario the loss of population is so great that the total number of households begins declining after 2011 and continues over the entire projection period. Households decrease by 8.4% from 2011 to 2031 while the population falls by 12.0%.

In the medium scenario the number of households increases to about 45,600 until 2016, but then levels off from 2016 to 2031. Households increase by 4.3% over the projection period while the population increases by 1.5%.

In the high scenario, population growth together with aging produces further increases in the number of households. The number of households increases by 13.9% and the population rises by 12.8% from 2011 to 2031.

As household formation outpaces population growth there is a natural decline in average household size. This occurs as the incidence of one-person and two-person households increase in the community. As the baby boomers continue to age and their children mature and leave home, two-person households become more common. In addition, the death of a spouse in an older household will result in more one-person households as the population ages.

About the Economic Research and Analysis Division

Economic Research and Analysis (ERA) is one of two divisions in the Economics and Statistics Branch of the Department of Finance. The other is the Newfoundland and Labrador Statistics Agency. The Economic Research and Analysis Division is the central point within Government for economic and demographic analysis. The division's mandate is to provide macroeconomic analysis and forecasting; demographic analysis and projections; analysis of the provincial, national and international economies; and policy and project impact assessments. It is responsible for the Newfoundland and Labrador Econometric and Input/Output Models, as well as, the Population Projection Model. ERA is also responsible for the publication of the budget document, *The Economy* and the mid-year report, *The Economic Review*. As part of its mandate, ERA is responsible for monitoring and briefing Government on demographic developments in the province, and preparing long-term population projections for planning purposes. Population projections for various regions within Newfoundland and Labrador are produced annually and are available on ERA's website (economics.gov.nl.ca).

Appendix A

Population and Household Projections
For the City of St. John's
Low, Medium, and High Scenario

City of St. John's
Population Projections by Age - Low Scenario

Males

Year	Total	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
1986	49,659	3,542	3,675	4,028	4,474	5,745	4,817	4,174	3,642	3,049	2,459	2,152	2,035	1,853	1,533	1,156	709	371	171	91
1991	50,071	3,283	3,483	3,594	4,146	5,113	5,071	4,320	3,941	3,523	2,986	2,379	2,004	1,821	1,601	1,269	884	454	165	66
1996	48,245	2,855	3,140	3,400	3,645	4,510	4,240	4,035	3,840	3,720	3,435	2,820	2,175	1,775	1,555	1,285	920	575	240	80
2001	46,745	2,435	2,685	3,030	3,475	4,310	3,625	3,330	3,645	3,750	3,650	3,330	2,675	2,000	1,525	1,290	980	605	290	110
2006	47,475	2,345	2,440	2,690	3,245	4,415	3,805	3,230	3,130	3,655	3,680	3,635	3,220	2,525	1,810	1,420	1,025	730	345	115
2011	48,330	2,852	2,350	2,445	2,881	4,123	3,898	3,390	3,036	3,139	3,587	3,665	3,515	3,039	2,285	1,685	1,128	764	416	132
2016	46,906	2,694	2,768	2,303	2,528	3,373	3,503	3,283	3,116	2,953	3,073	3,476	3,446	3,202	2,646	1,937	1,284	760	391	169
2021	45,163	2,417	2,615	2,714	2,382	2,960	2,866	2,950	3,017	3,031	2,892	2,979	3,269	3,140	2,788	2,243	1,476	864	389	172
2026	43,159	2,116	2,346	2,563	2,806	2,789	2,515	2,414	2,712	2,934	2,968	2,803	2,801	2,978	2,733	2,363	1,709	993	442	173
2031	41,024	1,895	2,054	2,299	2,651	3,286	2,370	2,118	2,219	2,637	2,874	2,877	2,635	2,552	2,593	2,317	1,800	1,150	509	189

Females

Year	Total	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
1986	53,425	3,336	3,476	3,786	4,526	6,154	5,152	4,261	3,882	3,270	2,500	2,284	2,270	2,010	1,940	1,733	1,291	798	527	261
1991	54,561	3,265	3,219	3,426	4,075	5,765	5,251	4,641	4,066	3,794	3,226	2,398	2,164	2,091	1,946	1,754	1,551	1,049	519	341
1996	53,690	2,655	3,170	3,195	3,665	5,000	4,470	4,515	4,345	3,995	3,665	3,105	2,275	2,015	1,960	1,805	1,555	1,250	720	340
2001	52,435	2,290	2,580	3,005	3,365	4,760	3,825	3,730	4,155	4,205	4,020	3,585	2,940	2,170	1,905	1,835	1,575	1,235	830	425
2006	53,170	2,210	2,320	2,605	3,340	4,705	4,050	3,460	3,600	4,180	4,225	4,015	3,490	2,860	2,075	1,770	1,635	1,280	845	500
2011	54,219	2,740	2,239	2,342	2,895	4,670	4,003	3,664	3,339	3,622	4,200	4,220	3,909	3,395	2,735	1,928	1,577	1,329	876	536
2016	53,404	2,588	2,686	2,203	2,524	3,762	3,788	3,503	3,458	3,284	3,589	4,093	4,026	3,693	3,231	2,528	1,709	1,271	892	575
2021	52,260	2,322	2,537	2,643	2,374	3,280	3,052	3,314	3,306	3,401	3,254	3,498	3,906	3,804	3,515	2,987	2,240	1,378	854	597
2026	50,855	2,033	2,276	2,496	2,848	3,085	2,661	2,670	3,129	3,251	3,370	3,171	3,337	3,690	3,620	3,248	2,647	1,806	925	590
2031	49,257	1,821	1,993	2,240	2,690	3,701	2,502	2,328	2,520	3,077	3,222	3,284	3,026	3,153	3,512	3,346	2,879	2,134	1,213	617

Both Sexes

Year	Total	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
1986	103,079	6,879	7,155	7,809	8,986	11,904	9,969	8,445	7,524	6,324	4,959	4,441	4,290	3,863	3,478	2,878	1,995	1,159	687	356
1991	104,638	6,544	6,695	7,020	8,213	10,871	10,321	8,951	8,018	7,313	6,213	4,778	4,175	3,918	3,553	3,023	2,435	1,503	689	401
1996	101,935	5,510	6,305	6,600	7,315	9,505	8,710	8,545	8,185	7,720	7,100	5,925	4,450	3,790	3,515	3,090	2,475	1,825	955	425
2001	99,180	4,725	5,265	6,040	6,845	9,075	7,455	7,055	7,800	7,955	7,665	6,915	5,620	4,170	3,430	3,120	2,555	1,835	1,115	530
2006	100,645	4,555	4,760	5,295	6,585	9,120	7,855	6,690	6,730	7,835	7,905	7,650	6,710	5,385	3,885	3,190	2,660	2,010	1,190	615
2011	102,548	5,593	4,589	4,787	5,776	8,793	7,901	7,054	6,375	6,760	7,787	7,885	7,424	6,434	5,020	3,613	2,705	2,092	1,292	668
2016	100,310	5,282	5,454	4,507	5,052	7,135	7,291	6,785	6,574	6,237	6,662	7,570	7,472	6,895	5,877	4,465	2,993	2,031	1,283	743
2021	97,423	4,739	5,152	5,357	4,756	6,240	5,918	6,265	6,324	6,432	6,146	6,477	7,175	6,944	6,303	5,229	3,716	2,242	1,242	769
2026	94,014	4,149	4,622	5,059	5,655	5,874	5,176	5,084	5,840	6,186	6,338	5,974	6,138	6,668	6,354	5,612	4,356	2,800	1,367	763
2031	90,282	3,715	4,046	4,539	5,341	6,987	4,872	4,446	4,739	5,714	6,095	6,161	5,661	5,705	6,105	5,663	4,680	3,284	1,721	806

Notes

Figures may not add due to rounding

Source: Statistics Canada, Community Accounts, Economic Research & Analysis Division, Department of Finance

City of St. John's
Population Projections by Age - Medium Scenario

Males

Year	Total	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
1986	49,659	3,542	3,675	4,028	4,474	5,745	4,817	4,174	3,642	3,049	2,459	2,152	2,035	1,853	1,533	1,156	709	371	171	91
1991	50,071	3,283	3,483	3,594	4,146	5,113	5,071	4,320	3,941	3,523	2,986	2,379	2,004	1,821	1,601	1,269	884	454	165	66
1996	48,245	2,855	3,140	3,400	3,645	4,510	4,240	4,035	3,840	3,720	3,435	2,820	2,175	1,775	1,555	1,285	920	575	240	80
2001	46,745	2,435	2,685	3,030	3,475	4,310	3,625	3,330	3,645	3,750	3,650	3,330	2,675	2,000	1,525	1,290	980	605	290	110
2006	47,475	2,345	2,440	2,690	3,245	4,415	3,805	3,230	3,130	3,655	3,680	3,635	3,220	2,525	1,810	1,420	1,025	730	345	115
2011	48,330	2,852	2,350	2,445	2,881	4,123	3,898	3,390	3,036	3,139	3,587	3,665	3,515	3,039	2,285	1,685	1,128	764	416	132
2016	48,895	2,896	2,858	2,354	2,618	3,660	3,640	3,473	3,187	3,044	3,080	3,572	3,544	3,318	2,751	2,128	1,339	840	435	158
2021	49,067	2,764	2,902	2,863	2,521	3,326	3,231	3,243	3,264	3,196	2,988	3,067	3,454	3,345	3,003	2,561	1,691	998	479	171
2026	48,875	2,580	2,769	2,908	3,067	3,203	2,936	2,879	3,048	3,273	3,136	2,975	2,966	3,260	3,027	2,796	2,035	1,259	569	187
2031	48,494	2,462	2,586	2,774	3,114	3,896	2,828	2,616	2,706	3,057	3,212	3,123	2,877	2,800	2,951	2,819	2,222	1,516	718	217

Females

Year	Total	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
1986	53,425	3,336	3,476	3,786	4,526	6,154	5,152	4,261	3,882	3,270	2,500	2,284	2,270	2,010	1,940	1,733	1,291	798	527	261
1991	54,561	3,265	3,219	3,426	4,075	5,765	5,251	4,641	4,066	3,794	3,226	2,398	2,164	2,091	1,946	1,754	1,551	1,049	519	341
1996	53,690	2,655	3,170	3,195	3,665	5,000	4,470	4,515	4,345	3,995	3,665	3,105	2,275	2,015	1,960	1,805	1,555	1,250	720	340
2001	52,435	2,290	2,580	3,005	3,365	4,760	3,825	3,730	4,155	4,205	4,020	3,585	2,940	2,170	1,905	1,835	1,575	1,235	830	425
2006	53,170	2,210	2,320	2,605	3,340	4,705	4,050	3,460	3,600	4,180	4,225	4,015	3,490	2,860	2,075	1,770	1,635	1,280	845	500
2011	54,219	2,740	2,239	2,342	2,895	4,670	4,003	3,664	3,339	3,622	4,200	4,220	3,909	3,395	2,735	1,928	1,577	1,329	876	536
2016	54,964	2,783	2,776	2,261	2,604	4,048	3,973	3,621	3,536	3,360	3,639	4,195	4,108	3,802	3,246	2,541	1,718	1,282	909	562
2021	55,387	2,655	2,819	2,803	2,513	3,640	3,445	3,594	3,495	3,557	3,375	3,634	4,084	3,996	3,636	3,016	2,264	1,396	877	586
2026	55,564	2,479	2,690	2,846	3,116	3,513	3,097	3,116	3,469	3,516	3,574	3,371	3,538	3,972	3,821	3,378	2,688	1,840	955	583
2031	55,643	2,366	2,512	2,716	3,164	4,356	2,989	2,802	3,007	3,490	3,533	3,570	3,282	3,442	3,798	3,550	3,010	2,184	1,259	613

Both Sexes

Year	Total	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
1986	103,079	6,879	7,155	7,809	8,986	11,904	9,969	8,445	7,524	6,324	4,959	4,441	4,290	3,863	3,478	2,878	1,995	1,159	687	356
1991	104,638	6,544	6,695	7,020	8,213	10,871	10,321	8,951	8,018	7,313	6,213	4,778	4,175	3,918	3,553	3,023	2,435	1,503	689	401
1996	101,935	5,510	6,305	6,600	7,315	9,505	8,710	8,545	8,185	7,720	7,100	5,925	4,450	3,790	3,515	3,090	2,475	1,825	955	425
2001	99,180	4,725	5,265	6,040	6,845	9,075	7,455	7,055	7,800	7,955	7,665	6,915	5,620	4,170	3,430	3,120	2,555	1,835	1,115	530
2006	100,645	4,555	4,760	5,295	6,585	9,120	7,855	6,690	6,730	7,835	7,905	7,650	6,710	5,385	3,885	3,190	2,660	2,010	1,190	615
2011	102,548	5,593	4,589	4,787	5,776	8,793	7,901	7,054	6,375	6,760	7,787	7,885	7,424	6,434	5,020	3,613	2,705	2,092	1,292	668
2016	103,859	5,679	5,634	4,615	5,222	7,709	7,613	7,094	6,723	6,404	6,719	7,767	7,652	7,120	5,997	4,669	3,057	2,122	1,345	720
2021	104,453	5,419	5,721	5,667	5,034	6,967	6,676	6,837	6,759	6,753	6,363	6,702	7,538	7,341	6,638	5,578	3,955	2,394	1,356	757
2026	104,439	5,059	5,459	5,754	6,182	6,716	6,034	5,995	6,517	6,789	6,710	6,347	6,504	7,233	6,849	6,174	4,723	3,099	1,524	770
2031	104,137	4,828	5,097	5,490	6,278	8,253	5,817	5,418	5,714	6,547	6,745	6,693	6,159	6,241	6,749	6,369	5,231	3,700	1,977	830

Notes

Figures may not add due to rounding

Source: Statistics Canada, Community Accounts, Economic Research & Analysis Division, Department of Finance

City of St. John's
Population Projections by Age - High Scenario

Males

Year	Total	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
1986	49,659	3,542	3,675	4,028	4,474	5,745	4,817	4,174	3,642	3,049	2,459	2,152	2,035	1,853	1,533	1,156	709	371	171	91
1991	50,071	3,283	3,483	3,594	4,146	5,113	5,071	4,320	3,941	3,523	2,986	2,379	2,004	1,821	1,601	1,269	884	454	165	66
1996	48,245	2,855	3,140	3,400	3,645	4,510	4,240	4,035	3,840	3,720	3,435	2,820	2,175	1,775	1,555	1,285	920	575	240	80
2001	46,745	2,435	2,685	3,030	3,475	4,310	3,625	3,330	3,645	3,750	3,650	3,330	2,675	2,000	1,525	1,290	980	605	290	110
2006	47,475	2,345	2,440	2,690	3,245	4,415	3,805	3,230	3,130	3,655	3,680	3,635	3,220	2,525	1,810	1,420	1,025	730	345	115
2011	48,330	2,852	2,350	2,445	2,881	4,123	3,898	3,390	3,036	3,139	3,587	3,665	3,515	3,039	2,285	1,685	1,128	764	416	132
2016	49,906	2,962	2,944	2,425	2,697	3,770	3,749	3,577	3,282	3,136	3,172	3,679	3,544	3,318	2,751	2,128	1,339	840	435	158
2021	51,280	3,031	3,057	3,038	2,675	3,529	3,428	3,441	3,463	3,390	3,169	3,254	3,558	3,345	3,003	2,561	1,691	998	479	171
2026	52,854	3,031	3,129	3,155	3,351	3,500	3,209	3,146	3,331	3,577	3,427	3,251	3,217	3,434	3,095	2,859	2,081	1,288	582	192
2031	53,993	2,977	3,128	3,229	3,480	4,385	3,183	2,945	3,046	3,440	3,615	3,515	3,238	3,037	3,108	2,882	2,272	1,550	734	229

Females

Year	Total	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
1986	53,425	3,336	3,476	3,786	4,526	6,154	5,152	4,261	3,882	3,270	2,500	2,284	2,270	2,010	1,940	1,733	1,291	798	527	261
1991	54,561	3,265	3,219	3,426	4,075	5,765	5,251	4,641	4,066	3,794	3,226	2,398	2,164	2,091	1,946	1,754	1,551	1,049	519	341
1996	53,690	2,655	3,170	3,195	3,665	5,000	4,470	4,515	4,345	3,995	3,665	3,105	2,275	2,015	1,960	1,805	1,555	1,250	720	340
2001	52,435	2,290	2,580	3,005	3,365	4,760	3,825	3,730	4,155	4,205	4,020	3,585	2,940	2,170	1,905	1,835	1,575	1,235	830	425
2006	53,170	2,210	2,320	2,605	3,340	4,705	4,050	3,460	3,600	4,180	4,225	4,015	3,490	2,860	2,075	1,770	1,635	1,280	845	500
2011	54,219	2,740	2,239	2,342	2,895	4,670	4,003	3,664	3,339	3,622	4,200	4,220	3,909	3,395	2,735	1,928	1,577	1,329	876	536
2016	56,047	2,846	2,860	2,328	2,682	4,170	4,093	3,730	3,642	3,460	3,748	4,320	4,108	3,802	3,246	2,541	1,718	1,282	909	562
2021	57,747	2,913	2,970	2,974	2,666	3,862	3,654	3,813	3,708	3,774	3,581	3,856	4,206	3,996	3,636	3,016	2,264	1,396	877	586
2026	59,938	2,912	3,039	3,088	3,405	3,839	3,385	3,405	3,791	3,842	3,905	3,684	3,838	4,184	3,907	3,454	2,748	1,881	977	655
2031	61,709	2,860	3,039	3,161	3,536	4,903	3,364	3,154	3,385	3,928	3,976	4,018	3,694	3,734	4,000	3,630	3,078	2,233	1,287	730

Both Sexes

Year	Total	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
1986	103,079	6,879	7,155	7,809	8,986	11,904	9,969	8,445	7,524	6,324	4,959	4,441	4,290	3,863	3,478	2,878	1,995	1,159	687	356
1991	104,638	6,544	6,695	7,020	8,213	10,871	10,321	8,951	8,018	7,313	6,213	4,778	4,175	3,918	3,553	3,023	2,435	1,503	689	401
1996	101,935	5,510	6,305	6,600	7,315	9,505	8,710	8,545	8,185	7,720	7,100	5,925	4,450	3,790	3,515	3,090	2,475	1,825	955	425
2001	99,180	4,725	5,265	6,040	6,845	9,075	7,455	7,055	7,800	7,955	7,665	6,915	5,620	4,170	3,430	3,120	2,555	1,835	1,115	530
2006	100,645	4,555	4,760	5,295	6,585	9,120	7,855	6,690	6,730	7,835	7,905	7,650	6,710	5,385	3,885	3,190	2,660	2,010	1,190	615
2011	102,548	5,593	4,589	4,787	5,776	8,793	7,901	7,054	6,375	6,760	7,787	7,885	7,424	6,434	5,020	3,613	2,705	2,092	1,292	668
2016	105,953	5,808	5,804	4,753	5,378	7,940	7,842	7,307	6,924	6,596	6,920	8,000	7,652	7,120	5,997	4,669	3,057	2,122	1,345	720
2021	109,027	5,944	6,027	6,012	5,340	7,391	7,082	7,254	7,171	7,164	6,750	7,110	7,764	7,341	6,638	5,578	3,955	2,394	1,356	757
2026	112,792	5,943	6,168	6,243	6,756	7,339	6,593	6,551	7,122	7,419	7,332	6,935	7,055	7,617	7,003	6,313	4,829	3,169	1,558	847
2031	115,701	5,837	6,167	6,389	7,015	9,288	6,547	6,098	6,431	7,368	7,592	7,533	6,932	6,771	7,108	6,513	5,349	3,783	2,022	959

Notes

Figures may not add due to rounding

Source: Statistics Canada, Community Accounts, Economic Research & Analysis Division, Department of Finance

Number of Households
City of St. John's
1986 to 2031

	Low	Medium	High
1986		31,532	
1991		35,073	
1996		36,970	
2001		39,290	
2006		41,510	
2011p	43,244	43,244	43,244
2016p	43,193	44,573	45,303
2021p	42,452	45,306	46,874
2026p	41,216	45,440	48,500
2031p	39,598	45,113	49,268

Source: Statistics Canada; ERA